

FIRST ORGANIC OLIVE OIL FROM GREECE **HITS RETAIL SHELVES**

NEW YORK (June 5, 1998) — Consumers growing taste for premium olive oils gets another boost with a new organic extra virgin olive oil imported from Greece, which is getting deserved widespread recognition of late for its superior quality olive oils. Called Kalamata Gold, the organic oil is imported exclusively by Krinos Foods, the largest supplier of Greek specialty foods in North America.

Over 70% of all olive oil produced in Greece is extra virgin, a reflection of both the superior quality of Greek olives and the care with which the oil is produced. This includes a long tradition of cultivating, hand picking and pressing the olives at their peak ripeness to assure optimal clarity, taste and aroma. In fact, many major olive oil-producing countries import a large percentage of Greece's olive oil production to blend with their own to improve flavor.

Kalamata Gold is made from the first press of the Koroneiko olive, which grows abundantly in the region of Kalamata, as well as throughout the Peloponnese. Conforming to all EU standards of organic food production, the olives grow in fields untreated by any chemicals.

Retailing for approximately \$10 for 500 ml., it is available in supermarkets and specialty food stores nationwide, including Ukrops, Dominick's, Meijer's, Hy-Vee, King Kullen's Wild by Nature gourmet stores and Nature's Gift. Customers who cannot find the oil in their local markets may order it by mail through 3Epsilon, Inc. (800-333-5548) and internet (www.3Emarket.com).

To help familiarize consumers with the nutritional benefits and uses of olive oil — and the quality of Greek oils in particular — Krinos has published a free consumer guide entitled *Greek Olive Oil: The Flavorful Facts*. The guide also contains recipes for four Greek specialties. Copies of the guide may be ordered by writing to Krinos Foods, Consumer Publications Division, 47-00 Northern Boulevard, Long Island City, New York, 11101.